



MINUTES

Emery County Travel Bureau

November 5, 2014 11:00am

Sheriff's Office

Green River, Utah

ATTENDANCE:

Members: Jim Fauver, Tina Carter, Travis Bacon, Chelsea Guymon, Jonathon Hunt, Keith Brady, Joshua Rowley

Excused: Mark H. Williams, Commissioner Migliori, Ray Jeffs

Guests: Lamar Guymon

Conducting and Welcome: Vice Chairman Keith Brady

1. **Approval of Minutes: October 1st:** Motion by Jim to approve minutes with a second from Jonathon. **Motion APPROVED**
2. **Discussion and Recommendation for 2015 Tourism Budget:** Talk about infrastructure and possible reporting on what the cities and towns are using their infrastructure funds on. TRT numbers for the last couple months is down. Visitation numbers are up.
3. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** Visit with UOT and other film companies and let them know we are interested.
 - b) **State Parks:** Parks are doing good. Transient Room Tax (TRT) is the only tax State Parks pay as a State Entity. Huntington and Millsite are up 35%. Paddle boards are really popular so renting them out has made quite a bit of money. Goblin Valley had its Ultra Marathon and it was very successful.
 - c) **Trail's Committee:** Trail's Committee had a successful meeting. They are still working to get the GPS coordinates for the trail's below Green River. Talked a lot about expanding horse trails in the Emery County Trail's Meeting. Deadline for the non-motorized map is coming up.
 - d) **Potluck:** Strategic meeting scheduled for later in the day. Last meeting was about what they wanted to focus on. They focused on the river as a tourism draw. The "Taste of Green River" moved to the first Friday of January.
 - e) **EC Chamber:** Lunch and learn will be held on the 19th at the West Winds. Utah Office of Tourism representatives will be there. The chamber is looking for a new Administrative Assistant.
 - f) **Museums:** Old Spanish Trail Exhibit opening at the San Rafael Museum. Mammoth exhibit is almost complete and they will be having an open house in December. John Wesley Powell Museum started up a corporate sponsorship package along with individual membership packages.
 - g) **Buckhorn Information Center:** Hopefully the kiosk will be finished and ready to go by end of December beginning of January. Talked about more security out at the Buckhorn Information Center. Suggested a lock on the inside of the rolling door and a better lock on the outside. The silhouettes were vandalized and so were the water troughs that are nearby. They were able to identify the people who vandalized the water troughs but they deny vandalizing the silhouettes.
 - h) **Tourism Development & Marketing:** Strategic planning of new map and guide with a focus on tourism loops. Meeting in February to plan Roger Brooks visit and what that will entail. The Roger Brooks visit will cost about \$30,000 and includes all the towns. Concerns about having a lot of promotional pieces done and have him come and want to change what we have already promoted and planned.
 - i) **Travel Show Staffing 2015:** We need someone for the Sacramento Show January 7-12, but Tina will fill in if nobody can attend. Tina will be at the Denver show but someone else is welcome to go. Lamar can help with the Quartzite and Sportsman expo. Joshua can help with the Sportsman's and RV expos. Keith would also like to go to Denver and Quartzite shows depending on his schedule.
 - j) **Green River Expo:** We would have to put a bid out to have someone build the site. We would like to open by Easter of 2016. We should utilize contacts we already have through Quartzite to see if they would help with the Green River Expo.
 - k) **Rourism:** We are short one site description for the Geo Caching project. Get all businesses involved with Trip Advisor so there are no businesses left out.
4. **Discussion and Possible Recommendation of Utah State Parks Partnership for AYL Promotional Campaign:** We will be part of a weekly show used to promote our area. We need to use this video to promote our area on our own sites. The video will highlight our four state parks for about \$1,240. We need to be sure to voice our concerns so we get what we pay for. Motion by Jim with a second by Travis to move forward. **Approved.**

5. **Discussion and Possible Recommendation for National Parks Trips Media 2015 Campaign:** Price dropped to \$5,000. We need to show our connection to National Parks to draw them in to our State Parks. Goblin Valley is the most visited park in Utah. This is partly why they want to expand the park. Motion by Travis to table until next meeting. Second by Jim. **Approved.**
6. **Discussion and Possible Recommendation to Start Advertising for Two new Western Board Members:** We need two new Western board Members by February. They will be non-tax members. Talks about possible advertising for one East and one West member. We could advertise for one tax and one non-tax member for the East and one non-tax member for the West to help even things out. Lamar Guymon would like to be on the board. Keith can't be a Commissioner and board representative. Recommendation of possibly Jordan Leonard as a new member. Motion by Travis to start advertising. Second by Josh. **Approved.**
7. **Discussion and Possible Recommendation to Advertise 2015 Meeting Dates:** Motion by Jonathon to approve meeting dates for 2015 as the first Wednesday of each month. Move meeting to John Wesley Powell Museum instead of Sheriff's Office. Second by Joshua. **Approved.**
8. **Discussion of Old Business:** None.
9. **Discussion of New Business:** Question was raised about what is being done about the vacant Economic Development Director position.
10. **Adjourn** – Thank you for coming!